

**CLAIMS:**

We claim:

1. A method for implementing an award program in a retail store, the method comprising:
  - obtaining a grade report sheet from a student, said student being accompanied by at least a guardian;
  - mapping a grade from said grade report sheet to a number; and
  - converting the number to a cash amount.
2. The method according to claim 1, further including the step of crediting the cash amount to the student for purchase of a retail product, the credit for the cash amount being provided by the product manufacturer.
3. The method according to claim 1, further including the step of entering the number into a pre-printed point allocation table for updating said pre-printed point allocation table.
4. The method according to claim 3, wherein a copy of the updated pre-printed point allocation table is provided to the student.
5. The method according to claim 3, wherein a copy of the updated pre-printed point allocation table is provided to a manufacturer providing the product for sale.
6. The method according to claim 5, wherein the step of converting the number into a cash amount is performed at the headquarters of the manufacturer providing the product for sale.
7. The method according to claim 6, wherein the cash amount and student information is stored in an information database on a computer at the headquarters of the manufacturer providing the product for sale.
8. The method according to claim 1, further including the step of refunding the cash amount to the student upon purchase of a product.
9. The method according to claim 1, wherein said mapping is a linear mapping;

10. The method according to claim 1, wherein said mapping is a nonlinear mapping.

11. A method for implementing an award program for an automobile purchase, the method comprising:

obtaining a grade report sheet from a student at an automobile dealership, said student being accompanied by at least a guardian;

mapping a grade from said grade report sheet to a number at the dealership;

converting the number to a cash amount at the dealership; and

providing a rebate, corresponding to the cash amount, by a dealer at the dealership for the purchase of an automobile by the student at said dealership.

12. The method according to claim 11, further including the step of entering the number into a pre-printed point allocation table for updating said pre-printed point allocation table.

13. The method according to claim 11, wherein a copy of the updated pre-printed point allocation table is provided to the student.

14. The method according to claim 11, wherein a copy of the updated pre-printed point allocation table is provided to a manufacturer of the automobile.

15. The method according to claim 11, wherein the cash amount and student information is stored in an information database on a computer at the dealership.

16. The method according to claim 11, wherein the rebate is a cash refund.

17. The method according to claim 11, wherein said mapping is a linear mapping;

18. The method according to claim 11, wherein said mapping is a nonlinear mapping.

19. The method according to claim 11, wherein a copy of the grade report is sent to the headquarters of a manufacturer of the automobile.

20. The method according to claim 11, wherein the grade is a letter grade.

21. The method according to claim 11, where the grade is a grade point.

22. A method for generating customer traffic into a retail establishment, the method comprising:

delivering a grade report sheet of a student to the establishment, said student being accompanied by at least one adult guardian;

mapping a grade from said grade report sheet to a number;

converting the number to a cash amount; and

crediting the cash amount to either of the student or the guardian upon purchase of a product by the student or the guardian.

23. The method according to claim 22, further including the step of entering the number into a pre-printed point allocation table for updating said pre-printed point allocation table.

24. The method according to claim 23, wherein a copy of the updated pre-printed point allocation table is provided to the student.

25. The method according to claim 23, wherein a copy of the updated pre-printed point allocation table is provided to a manufacturer providing the product for sale.

26. The method according to claim 22, wherein the step of converting the number into a cash amount is performed at the headquarters of the manufacturer providing the product for sale.

27. The method according to claim 26, wherein the cash amount, student information and/or guardian information is stored in an information database on a computer at the headquarters of the manufacturer providing the product for sale.

28. The method according to claim 22, wherein said mapping is a linear mapping;

29. The method according to claim 22, wherein said mapping is a nonlinear mapping.

30. A method for generating adult traffic into an enterprise, the method comprising:

encouraging the physical delivery of a grade report sheet of a student to the enterprise, the grade report sheet being accompanied by an adult;

mapping a grade from said grade report sheet to a marker;

converting the marker to a cash equivalent amount; and

crediting the cash equivalent amount to a purchase.

31. The method of claim 30 wherein the adult is a parent of the student.

32. The method of claim 30 wherein the adult is a guardian of the student.

33. The method of claim 30 further comprising:

requiring the physical presence of an adult at the enterprise to obtain the crediting of the cash equivalent amount to a purchase.

34. A method for generating adult traffic into an enterprise, the method comprising:

requiring the physical delivery of a grade report sheet of a student to the enterprise, the grade report sheet being accompanied by an adult;

mapping a grade from said grade report sheet to a marker;

converting the marker to a cash equivalent amount;

crediting the cash equivalent amount to a purchase; and

requiring the physical presence of an adult at the enterprise to obtain the crediting of the cash equivalent amount to a purchase.

35. The method of claim 30 further comprising:

maintaining a database of cash equivalent amounts at the enterprise.

36. The method of claim 30 further comprising:

encouraging the physical delivery of at least a second grade report sheet of a student to the enterprise by an adult;

mapping a grade from said at least second grade report sheet to a marker;

converting the marker to a second cash equivalent amount;

summing the plurality of cash equivalent amounts;

crediting at least a portion of the summed cash equivalent amount to a purchase; and

requiring the physical presence of an adult at the enterprise to obtain the crediting of the cash equivalent amount to a purchase;

37. The method of claim 36 wherein the enterprise includes of a plurality of locations displaying a common trademark.

38. The method of claim 36 wherein the enterprise is an automobile manufacturer.

39. The method of claim 37 wherein the locations are automobile dealerships.

40. The method of claim 37 further comprising:

maintaining a database of cash equivalent amounts, said database including information from at least one of the plurality of locations.

41. The method of claim 36 wherein the grade sheet must have issued no later than one month prior to presentation.

42. The method of claim 36 wherein the grade sheet must have issued no later than one year prior to presentation.

43. A method for generating adult traffic into an enterprise, the method comprising:

the enterprise receiving a physical delivery of a grade report sheet of a student, the grade report sheet being accompanied by an adult;

representing at least one grade on the grade report sheet as a cash equivalent amount, the cash equivalent amount applicable as a credit toward a purchase; and

crediting at least a portion of the cash equivalent amount to a purchase at the request of an adult physically present at the enterprise.